

National Parks Alaska

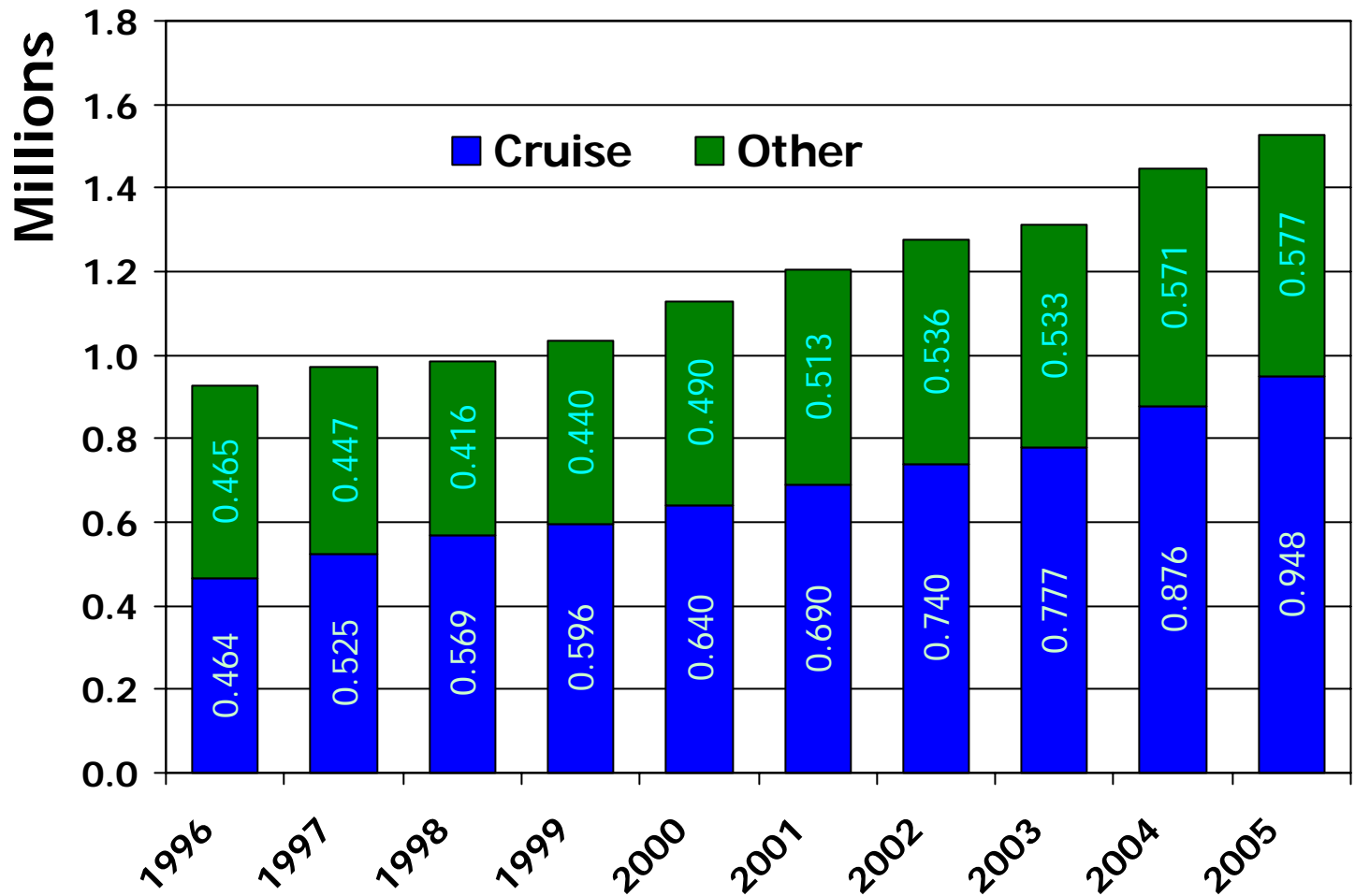
ATIA Presentation

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Alaska's Visitor Numbers (May – September)



Economic Contribution

- **Jobs = 31,000**

(State of Alaska - 2005)

- **Contribution to Alaska's Economy:**

(State of Alaska - TSA Report 2002)

- **Economic Contribution = \$1.6 Billion**

- *Direct & indirect expenditures*

- **Total Sales = \$2.4 Billion**

- *Including multiplier effect*



ATIA Research

Branding Research

Key Words / Attractions consumers associate with Alaska – Wildlife, Mountains, Glaciers

- 44% of all visitors indicate they visited Denali
- 76% Highway travelers mentioned visiting our National Parks and scenic wonders



Challenges and Obstacles

- Public Lands Access Issues
- Infrastructure Quality
- Improved dispersal of visitors
- Recognition of all Alaska's Public Lands



Program Goals Objectives

- Increase awareness of Alaska's diverse National Parks
- Encourage visitation to Alaska's lesser-known parks



Priorities

- South Side Development of Denali
- Road Improvement of Wrangell St. Elias
- Expand Marketing Efforts to promote all of Alaska's Park lands